



## Creating Policy, Systems, Environmental Change: Success Story and Lessons Learned

### Title

Sutter CNAP supporting healthy snacks and beverages @ youth organized sporting events

### Intervention Summary

During organized sporting events parents in our local community are often unaware of the importance of drinking water and eating healthy low sugar snacks. Additionally, snack bars at these organized sports such as Jr. football leagues, youth soccer, and little leagues do not support healthy nutrition and beverage consumption. During these events families usually have many options for high fat, salt and sugar sweetened beverages and few options for healthy nutritious snacks.

In April of 2014, the Sutter CNAP team wanted to address this problem as local organized sports reaches over 5,800 children in our community, not including their families. The team began to develop a fact sheet that highlighted the importance of drinking water during sporting events and gave healthy snack ideas such as fresh, prepackaged fruit, nuts, and yogurt. The CNAP team members took these fact sheets to multiple youth organized sports boards to ask them to support healthier nutrition during sporting events. As a result many organizations included the fact sheet in registration packets, other leagues advised team moms to support healthier snack & drink options and some displayed information at their local sporting sites & snack bars. Other organizations took this idea a step further. In July of 2015 the CNAP team was approached by the Yuba City Jr Honkers Football Organization snack bar manager and asked how we could support them in having healthier options at their snack bar. After brainstorming the group decided, they could assist with cutting and prepacking fruit & homemade trail mix to be sold throughout the day. The Yuba City Unified School District Food Services Director, also a member of CNAP, offered the High School kitchen facilities as a space to conduct food preparations. Members of CNAP assisted

on Friday afternoons before home games to prepare these healthier options to be sold at their snack bar throughout the following day.

To support the sale of these products the CNAP team also made signage for the snack bar to help promote these new items. The fruit cups were sold for \$2.50 each and were a huge success. The trail mix was sold for \$1.50 and was also a huge success. The snack bar coordinator reported a large profit margin as well as increasing sales as the season progressed.

## **Description of Barriers Encountered and Identified or Proposed Solutions**

Barriers and challenges with this process was contacting youth organization boards and getting on their meeting agendas to present this information. To overcome this we tried to go through connections with coaches and teams moms to assist with getting to the boards. Other challenges included getting volunteers to assist with cutting fruit. Often those team members that signed up did not show up so the small group was left with a large job. To address these challenge CNAP members began to reach out to other volunteers such as the Student nursing volunteers, and a local youth group ran by members of CNAP to assist.

## **Future Directions/Sustainable Success**

Our short term sustainability plan includes going to each of the youth organized sports boards early in each of their seasons to ensure information and support opportunities are scheduled early. The Sutter CNAP team will continue to spread messages regarding healthy snacks & beverages during sports. After 2 years the intent is that these individual leagues will create an environment where healthier items are available for sale at snack bars. Additionally the team would like to see a policy that prohibits the consumption of sugary beverages while the child is engaging in the organized sport.

## **Contact information about this Narrative**

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